



Session 1 – Opening Remarks

Mr. Ichiro SONÉ

Executive Vice President

Japan External Trade Organization (JETRO)

Ichiro Soné was appointed Executive Vice President of the Japan External Trade Organization in October 2019. Previously, Mr. Soné served as Director-General of JETRO Osaka, overseeing Kansai and Hokuriku region. Before Osaka, He served as Chief Executive Director of JETRO Chicago. He oversaw JETRO Chicago's activities designed to facilitate trade and investment between Japan and 12 Midwestern states served by JETRO Chicago.

He joined JETRO in 1988 after graduating Doshisha University in Kyoto with a bachelor's degree in art and aesthetics. He has a deep knowledge on international business through working at Trade Fair Department and Invest Japan Department at JETRO Tokyo, and North America Bureau at Ministry of Foreign Affairs. His previous overseas postings were JETRO offices in Los Angeles, San Francisco and Chicago.